

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of

Alex MASHINSKY et al.

Serial No.: 10/098,667

Filed: March 15, 2002

For: System and Method for Facilitating Targeted  
Marketing Over a Telecommunication Network

Examiner: Al Aubaidi, Rasha S  
Group Art: 2614

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Commissioner for Patents  
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PLS  
enter  
02/15/2010

**AMENDMENT AFTER FINAL OFFICE ACTION**

SIR:

In response to the Final Office Action dated December 9, 2009, please amend the above-identified application as follows.

**Amendments to the Claims** are reflected in the listing of claims which begin on page 2 of this paper.

**Remarks** begin on page 9 of this paper.